



Retail MarketPlace Profile

Taylors Landing
84119 (SALT LAKE CITY), UT
Drive Time: 3 minutes

Latitude: 40.66841
Longitude: -111.95426

Summary Demographics

2010 Population	9,775
2010 Households	2,973
2010 Median Disposable Income	\$52,878
2010 Per Capita Income	\$23,334

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$84,673,713	\$38,358,525	\$46,315,188	37.6	23
Total Retail Trade (NAICS 44-45)	\$72,271,420	\$34,491,134	\$37,780,286	35.4	18
Total Food & Drink (NAICS 722)	\$12,402,293	\$3,867,391	\$8,534,902	52.5	5

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$17,802,474	\$365,029	\$17,437,445	96.0	1
Automobile Dealers (NAICS 4411)	\$15,281,265	\$149,923	\$15,131,342	98.1	1
Other Motor Vehicle Dealers (NAICS 4412)	\$1,321,693	\$0	\$1,321,693	100.0	0
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,199,516	\$215,106	\$984,410	69.6	1
Furniture & Home Furnishings Stores (NAICS 442)	\$3,741,180	\$961,057	\$2,780,123	59.1	1
Furniture Stores (NAICS 4421)	\$2,772,410	\$961,057	\$1,811,353	48.5	1
Home Furnishings Stores (NAICS 4422)	\$968,770	\$0	\$968,770	100.0	0
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$1,744,557	\$397,613	\$1,346,944	62.9	1
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$2,774,910	\$8,210,105	\$-5,435,195	-49.5	1
Building Material and Supplies Dealers (NAICS 4441)	\$2,595,604	\$8,210,105	\$-5,614,501	-52.0	1
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$179,306	\$0	\$179,306	100.0	0
Food & Beverage Stores (NAICS 445)	\$11,914,393	\$8,570,874	\$3,343,519	16.3	3
Grocery Stores (NAICS 4451)	\$11,323,315	\$8,568,124	\$2,755,191	13.9	3
Specialty Food Stores (NAICS 4452)	\$320,239	\$2,750	\$317,489	98.3	1
Beer, Wine, and Liquor Stores (NAICS 4453)	\$270,839	\$0	\$270,839	100.0	0
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$916,937	\$440,088	\$476,849	35.1	1
Gasoline Stations (NAICS 447/4471)	\$11,302,144	\$12,178,917	\$-876,773	-3.7	4
Clothing and Clothing Accessories Stores (NAICS 448)	\$3,221,930	\$116,295	\$3,105,635	93.0	2
Clothing Stores (NAICS 4481)	\$2,727,997	\$116,295	\$2,611,702	91.8	2
Shoe Stores (NAICS 4482)	\$267,625	\$0	\$267,625	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$226,308	\$0	\$226,308	100.0	0
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$946,818	\$510,318	\$436,500	30.0	3
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$614,128	\$510,318	\$103,810	9.2	3
Book, Periodical, and Music Stores (NAICS 4512)	\$332,690	\$0	\$332,690	100.0	0

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

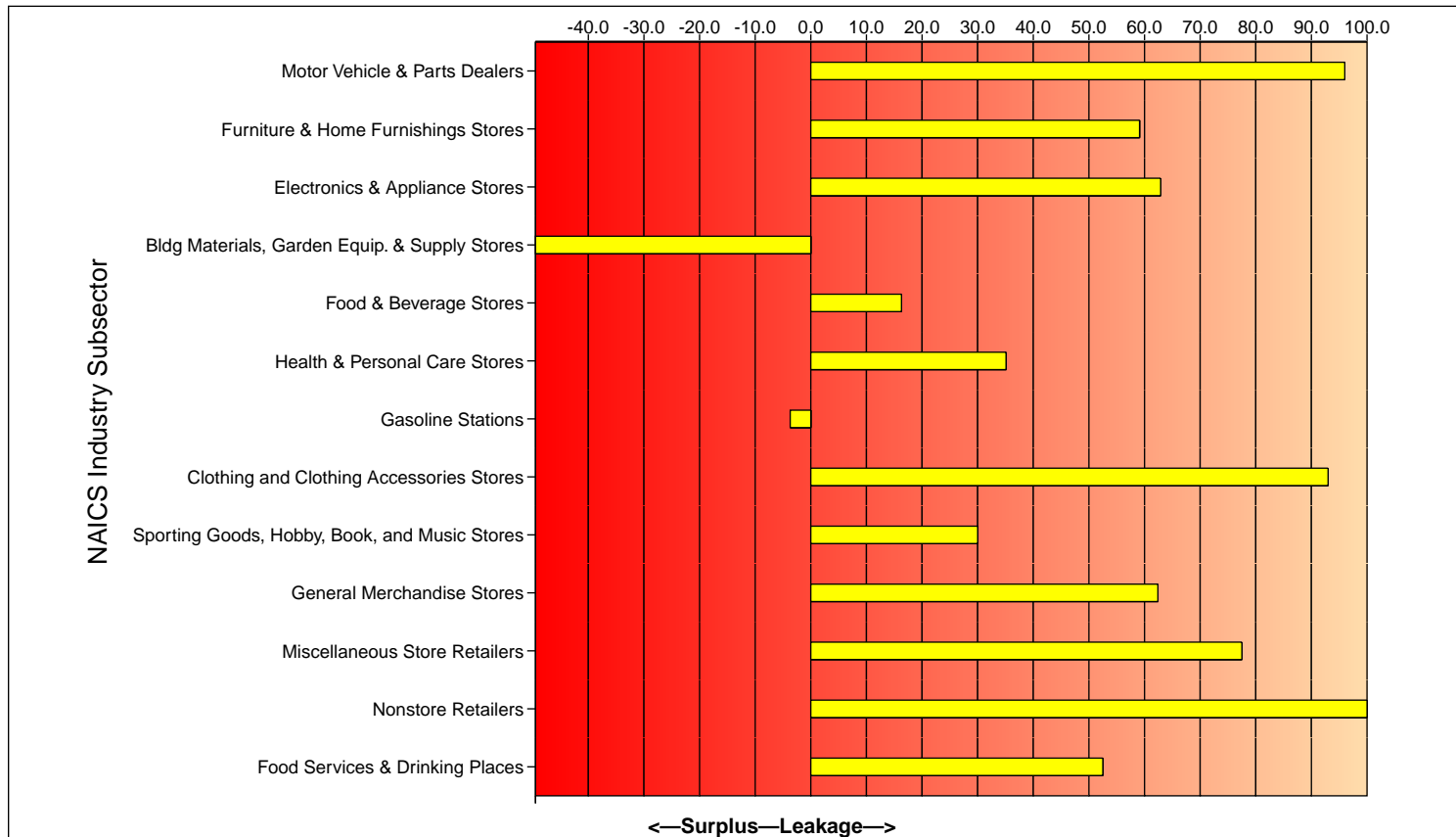
Sources: Esri and Infogroup

Taylors Landing
84119 (SALT LAKE CITY), UT
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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$11,134,483	\$2,576,409	\$8,558,074	62.4	1
Department Stores Excluding Leased Depts.(NAICS 4521)	\$3,252,329	\$17,563	\$3,234,766	98.9	1
Other General Merchandise Stores (NAICS 4529)	\$7,882,154	\$2,558,846	\$5,323,308	51.0	1
Miscellaneous Store Retailers (NAICS 453)	\$1,296,759	\$164,429	\$1,132,330	77.5	1
Florists (NAICS 4531)	\$122,330	\$13,159	\$109,171	80.6	1
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$355,980	\$6,083	\$349,897	96.6	1
Used Merchandise Stores (NAICS 4533)	\$39,010	\$0	\$39,010	100.0	0
Other Miscellaneous Store Retailers (NAICS 4539)	\$779,439	\$145,187	\$634,252	68.6	1
Nonstore Retailers (NAICS 454)	\$5,474,835	\$0	\$5,474,835	100.0	0
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$3,136,349	\$0	\$3,136,349	100.0	0
Vending Machine Operators (NAICS 4542)	\$340,678	\$0	\$340,678	100.0	0
Direct Selling Establishments (NAICS 4543)	\$1,997,808	\$0	\$1,997,808	100.0	0
Food Services & Drinking Places (NAICS 722)	\$12,402,293	\$3,867,391	\$8,534,902	52.5	5
Full-Service Restaurants (NAICS 7221)	\$4,995,414	\$3,197,402	\$1,798,012	21.9	4
Limited-Service Eating Places (NAICS 7222)	\$5,782,379	\$669,989	\$5,112,390	79.2	1
Special Food Services (NAICS 7223)	\$888,337	\$0	\$888,337	100.0	0
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$736,163	\$0	\$736,163	100.0	0

Leakage/Surplus Factor by Industry Subsector

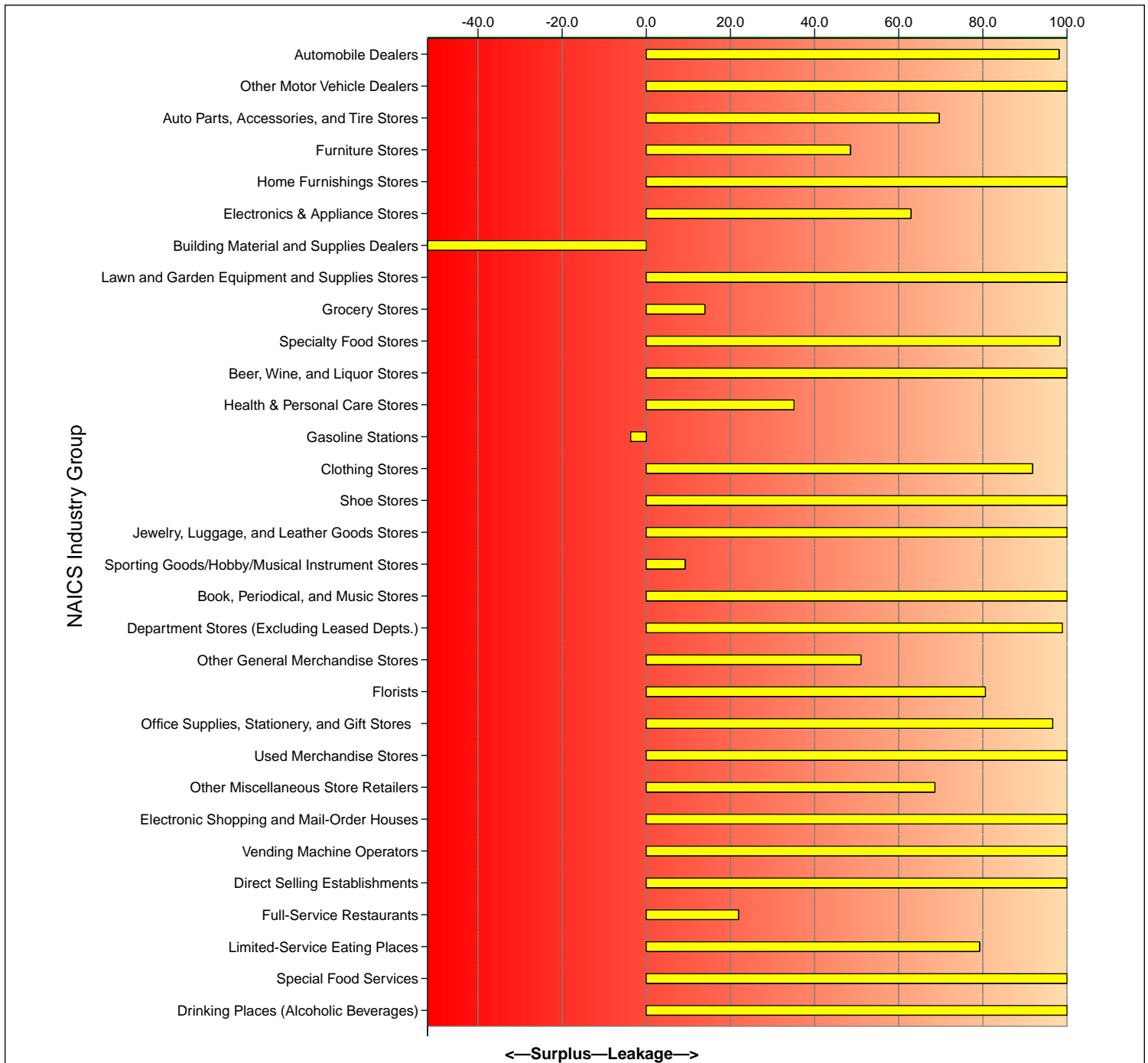


Sources: Esri and Infogroup

Taylor's Landing
84119 (SALT LAKE CITY), UT
Drive Time: 3 minutes

Latitude: 40.66841
Longitude: -111.95426

Leakage/Surplus Factor by Industry Group



Sources: Esri and Infogroup



Retail MarketPlace Profile

Taylors Landing
84119 (SALT LAKE CITY), UT
Drive Time: 5 minutes

Latitude: 40.66841
Longitude: -111.95426

Summary Demographics

2010 Population	47,134
2010 Households	14,394
2010 Median Disposable Income	\$49,469
2010 Per Capita Income	\$21,646

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$377,899,749	\$247,842,567	\$130,057,182	20.8	181
Total Retail Trade (NAICS 44-45)	\$322,517,571	\$211,541,008	\$110,976,563	20.8	125
Total Food & Drink (NAICS 722)	\$55,382,178	\$36,301,559	\$19,080,619	20.8	56

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$78,670,089	\$5,505,669	\$73,164,420	86.9	6
Automobile Dealers (NAICS 4411)	\$67,583,010	\$912,575	\$66,670,435	97.3	1
Other Motor Vehicle Dealers (NAICS 4412)	\$5,741,141	\$505,274	\$5,235,867	83.8	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$5,345,938	\$4,087,820	\$1,258,118	13.3	5
Furniture & Home Furnishings Stores (NAICS 442)	\$16,488,719	\$26,673,883	\$-10,185,164	-23.6	4
Furniture Stores (NAICS 4421)	\$12,207,729	\$26,611,400	\$-14,403,671	-37.1	4
Home Furnishings Stores (NAICS 4422)	\$4,280,990	\$62,483	\$4,218,507	97.1	1
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$7,714,383	\$1,447,185	\$6,267,198	68.4	5
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$12,175,162	\$20,657,045	\$-8,481,883	-25.8	11
Building Material and Supplies Dealers (NAICS 4441)	\$11,382,103	\$20,272,041	\$-8,889,938	-28.1	8
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$793,059	\$385,004	\$408,055	34.6	3
Food & Beverage Stores (NAICS 445)	\$53,638,025	\$63,987,189	\$-10,349,164	-8.8	18
Grocery Stores (NAICS 4451)	\$50,986,836	\$63,234,661	\$-12,247,825	-10.7	14
Specialty Food Stores (NAICS 4452)	\$1,442,263	\$615,154	\$827,109	40.2	4
Beer, Wine, and Liquor Stores (NAICS 4453)	\$1,208,926	\$137,374	\$1,071,552	79.6	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$4,148,244	\$9,100,831	\$-4,952,587	-37.4	13
Gasoline Stations (NAICS 447/4471)	\$50,671,225	\$52,203,054	\$-1,531,829	-1.5	13
Clothing and Clothing Accessories Stores (NAICS 448)	\$14,335,495	\$3,276,742	\$11,058,753	62.8	12
Clothing Stores (NAICS 4481)	\$12,143,987	\$2,603,280	\$9,540,707	64.7	8
Shoe Stores (NAICS 4482)	\$1,192,897	\$319,592	\$873,305	57.7	2
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$998,611	\$353,870	\$644,741	47.7	2
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$4,182,004	\$5,538,036	\$-1,356,032	-14.0	18
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$2,712,729	\$4,499,719	\$-1,786,990	-24.8	16
Book, Periodical, and Music Stores (NAICS 4512)	\$1,469,275	\$1,038,317	\$430,958	17.2	2

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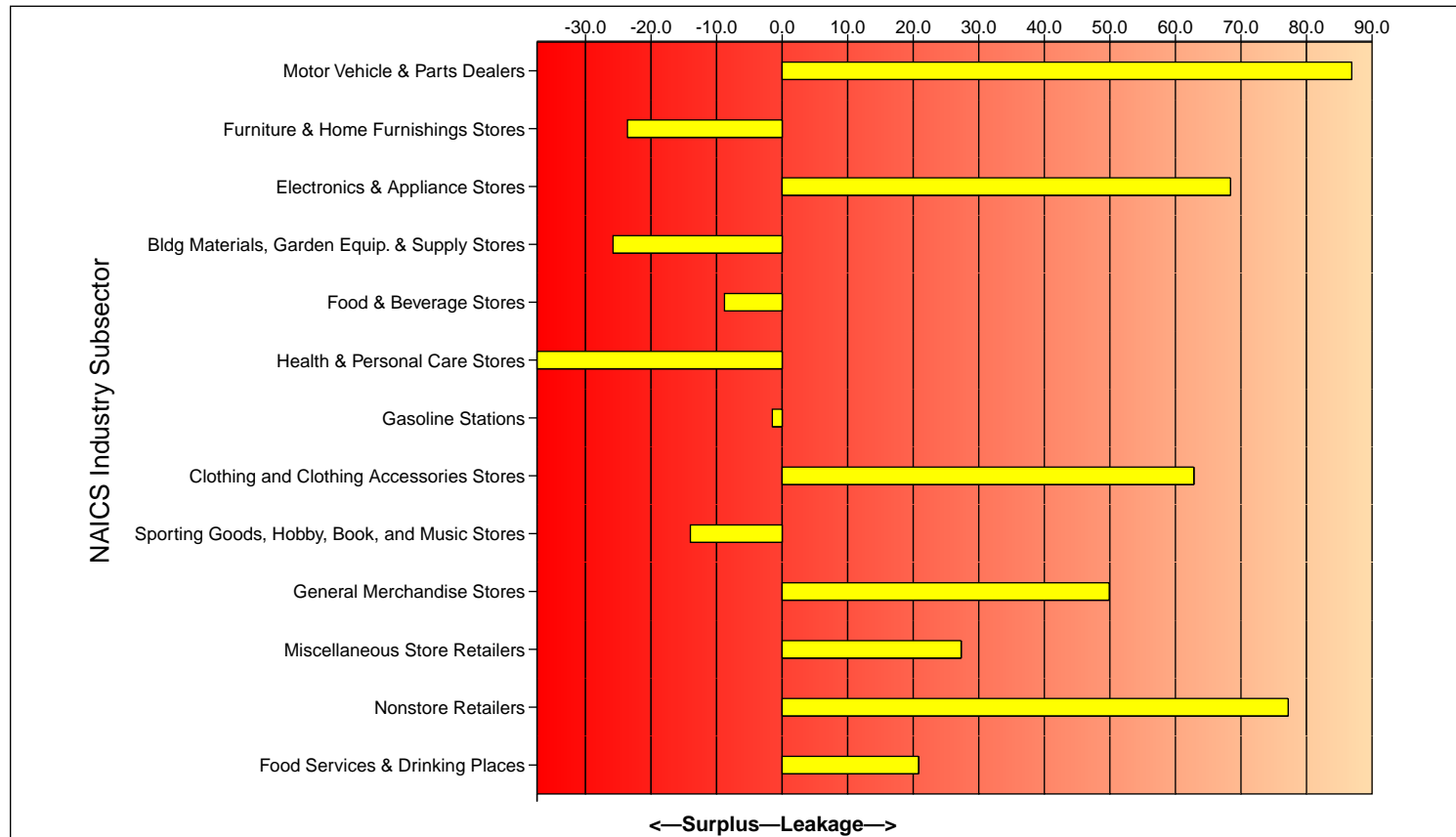
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General Merchandise Stores (NAICS 452)	\$49,872,795	\$16,661,509	\$33,211,286	49.9	6
Department Stores Excluding Leased Depts.(NAICS 4521)	\$14,466,927	\$3,514,805	\$10,952,122	60.9	2
Other General Merchandise Stores (NAICS 4529)	\$35,405,868	\$13,146,704	\$22,259,164	45.8	4
Miscellaneous Store Retailers (NAICS 453)	\$5,775,171	\$3,297,836	\$2,477,335	27.3	18
Florists (NAICS 4531)	\$540,955	\$496,494	\$44,461	4.3	3
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$1,570,591	\$782,742	\$787,849	33.5	4
Used Merchandise Stores (NAICS 4533)	\$171,682	\$79,678	\$92,004	36.6	1
Other Miscellaneous Store Retailers (NAICS 4539)	\$3,491,943	\$1,938,922	\$1,553,021	28.6	10
Nonstore Retailers (NAICS 454)	\$24,846,259	\$3,192,029	\$21,654,230	77.2	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$14,139,211	\$2,636,783	\$11,502,428	68.6	1
Vending Machine Operators (NAICS 4542)	\$1,531,407	\$66,778	\$1,464,629	91.6	1
Direct Selling Establishments (NAICS 4543)	\$9,175,641	\$488,468	\$8,687,173	89.9	1
Food Services & Drinking Places (NAICS 722)	\$55,382,178	\$36,301,559	\$19,080,619	20.8	56
Full-Service Restaurants (NAICS 7221)	\$22,317,616	\$19,001,729	\$3,315,887	8.0	37
Limited-Service Eating Places (NAICS 7222)	\$25,787,021	\$17,050,987	\$8,736,034	20.4	18
Special Food Services (NAICS 7223)	\$3,968,220	\$171,759	\$3,796,461	91.7	1
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$3,309,321	\$77,084	\$3,232,237	95.4	1

Leakage/Surplus Factor by Industry Subsector

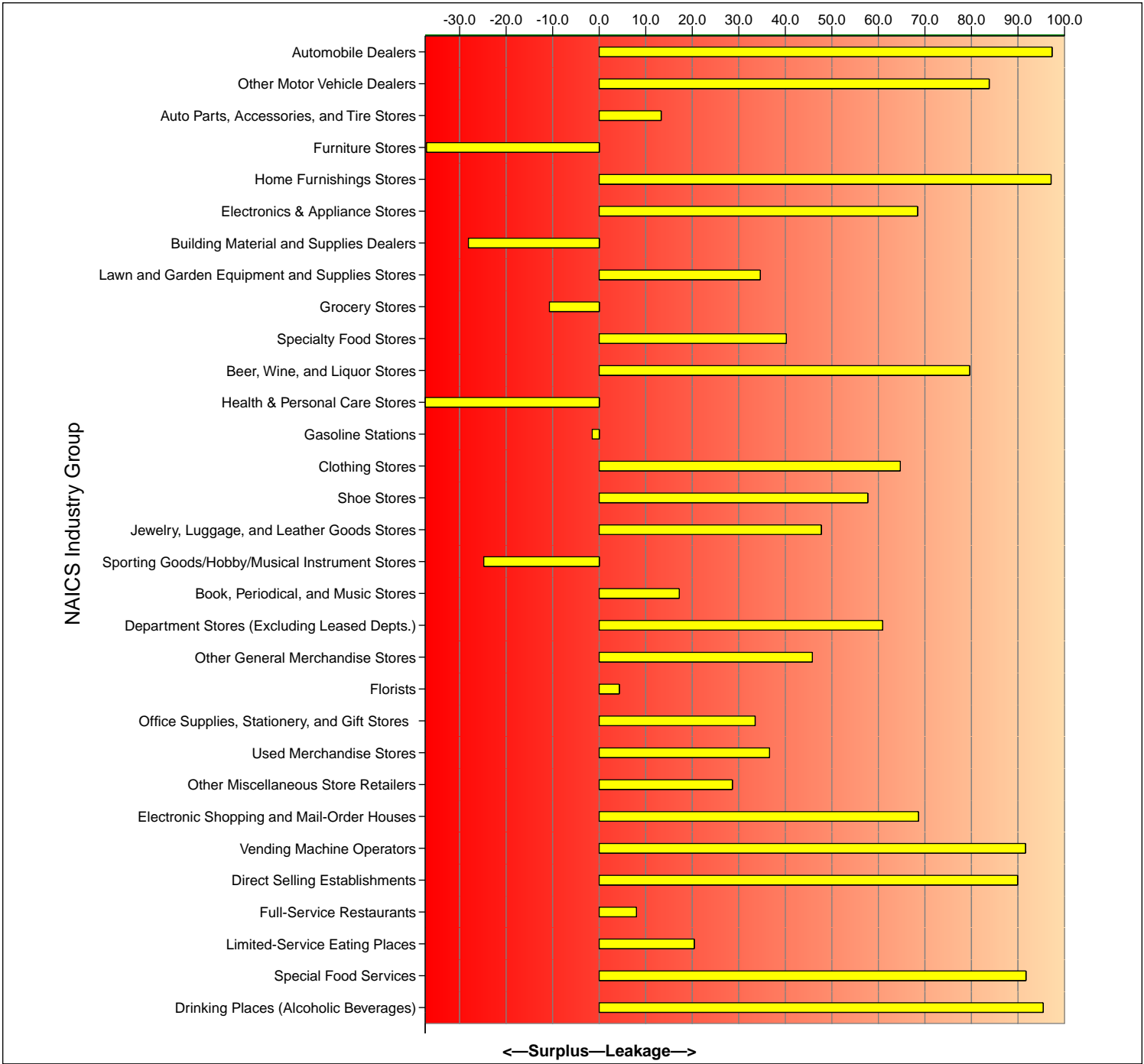


Sources: Esri and Infogroup

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Leakage/Surplus Factor by Industry Group



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